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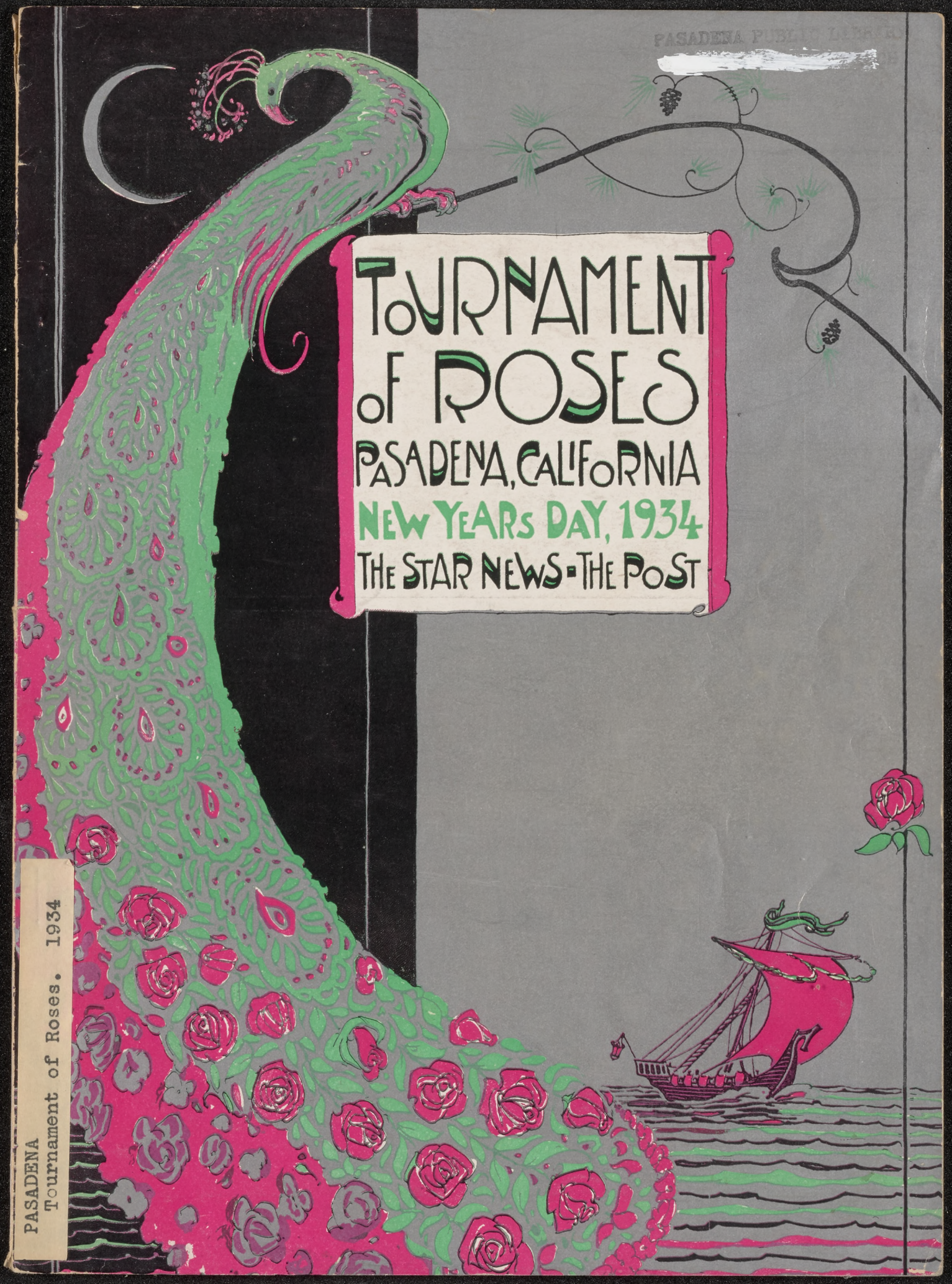
TOURNAMENT of ROSES

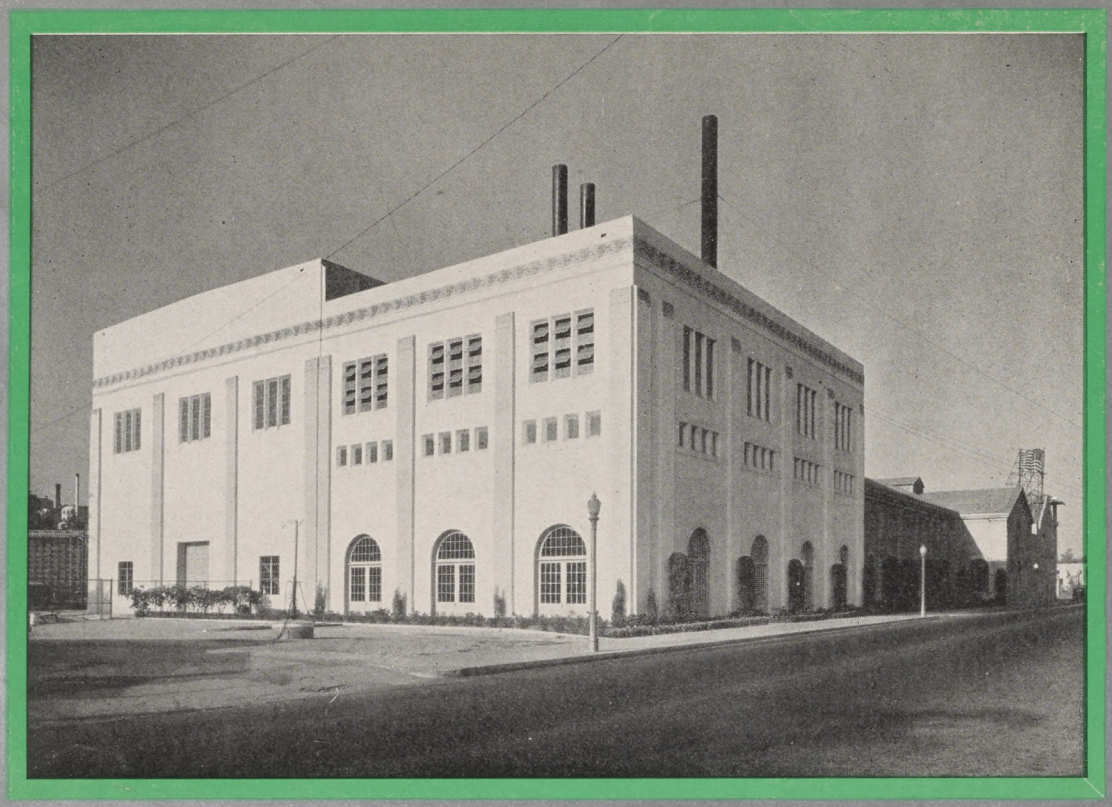
PASADENA, CALIFORNIA

NEW YEARS DAY, 1934

THE STAR NEWS - THE POST



PASADENA
Tournament of Roses. 1934



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CHOSEN FROM AMONG her schoolmates at Pasadena Junior College by popular acclaim, Treva Scott of Sierra Madre rode proudly enthroned on the Tournament of Roses title float. With her maids of honor as princesses of the Seven Seas, she smilingly acknowledged the plaudits of the crowds. She and her maids also were featured at the Pageant held in the Civic Auditorium on two days preceding the parade.

LONG BEACH, WHICH won the theme prize last year, captured the sweepstakes with its beautiful "Queen of the Beaches" float. The entry shows the queen riding in a pink shell, beneath a huge jelly-fish canopy, driving three seahorses, 12 feet high and 16 feet wide, made of cyclamen and white orchids, with wings of thousands of strung narcissus lilies. Roses, lilies, carnations, stevia and sweetpeas were used to represent jellyfish.

TOURNAMENT OF ROSES NUMBER

PASADENA STAR-NEWS and POST

Charles H. Prisk, Editor and Manager

January 1, 1934

J. H. Pryor, A. J. Hosking, Associate Editors and Managers

Forty-Fifth Fete Triumph of Courage

Parade and Football Game "Carry On" In Wake of Record Southland Rains

THOUGH handicapped right up to the start of the parade by one of the heaviest rains on record locally, the 1934 Tournament of Rooses passed into history as, under the circumstances, one of the most successful yet held. Even while thousands of visitors were deterred by the lowering clouds and occasional showers from attending the spectacle and while some of the late entries had to be left out of the lineup, workers on the floats performed prodigiously throughout the night to achieve the best results possible. That they were able to make such a splendid showing, and to carry through the parade with comparatively few changes from the scheduled lineup, was in itself a glowing tribute to all concerned.

Long Beach, with its delicately beautiful "Queen of the Beaches" conception, was awarded the sweepstakes prize. Glendale, after having its gorgeous "Little America" float marooned on the way over to Pasadena, finally came in at the tail-end of the parade and was rewarded with a special theme prize. The regular theme award for best carrying out the idea of "Tales of the Seven Seas," the story of this year's pageant, was given to the Firestone Tire and Rubber Company.

THERE were, of course, many other notable entries. San Francisco's elaborate "Golden Gate Bridge," praiseworthy entries from Los Angeles, South Pasadena, San Marino, and other neighboring cities, warm cooperation from city departments, civic and service groups, and others all helped to make the event outstanding. The crowds that braved the storm were well repaid in the two-mile-long street spectacle which they were privileged to view.

A special word of praise should be said for the personnel in the parade, both those who rode on the vehicles and those who walked. Some few shirked the ordeal, but in most cases bands, walkers, and riders carried on. In any case, the spectators were given a glorious "eyeful" in the gorgeousness and variety of the flowers with which the floats were decorated. Only an occasional float showed effects of the drenching from the "unusual, million-dollar rain" that had preceded the parade.

THE crowd along the route warmly greeted state, city, and county officials who rode in the parade. The distinguished visitor and honorary chief marshal, Rear-Admiral William S. Sims, was easily recognizable, though sheltering at times under an umbrella! Other official visitors who were in the parade were mackintoshed and overcoated, offering a contrast to girls in bathing suits or in abbreviated costume riding on floats. Former President Herbert Hoover with other notables saw the procession from reviewing stands.

Much praise was due the efficient way in which the city authorities, aided by county and state police and by National Guardsmen, handled the traffic situation, complicated as it was by rain conditions. This was especially so at the Rose Bowl, where much of the usual large parking area was rendered soft by the downpour. Naturally the size of the crowd was affected by the threatening weather.

Faced by all the difficult circumstances, it said much for the organization of the tournament and the closeness of cooperation between the various agencies that the day passed without any serious mishap. Meeting during the emergency of the storm, the heads of the celebration were faced with the necessity of deciding whether or not to postpone both parade and football game, and the fact that these were carried through was a just reward of hard work all around.

FOLLOWING the grand marshal's car and those containing President George S. Parker, Mrs. Winfield S. Schoaf, chairman of the women's division, and other officials, came the first division. It was heralded by Stanford University's band, looking snappy and colorful in cardinal tunics and cream trousers.

Seated on a throne of banked flowers, among which roses were prominent, was Loretta Treva Scott, "queen" of the tournament by reason of her popular selection from among a group of Junior College girls.

Her maids of honor, in the roles of "princesses of the Seven Seas," were Rosalyn Britt, Vivian Moore, Jane Hincks, Mary Beth Gunter, Virginia Peterquien and Elizabeth Runkle.

IT WAS really surprising how well the gracefully and delicately decorated floats, with their precious freight of tender blooms, stood up to the rain and then the procession. Some of the floats, indeed, had to come in from a distance, like the Glendale one.

The "ship" idea was a popular one with the float builders, as was natural with a "Seven Seas" theme. San Diego coupled the idea with "Old Ironsides," a winter visitor at the southern port. Santa Barbara and Wilmington both had boats of the galleon type, with representation of Cabrillo's landing.

Sea-shells and sea animals also were drawn upon by the designers' imaginations. The City Light Department, Paramount Studios and Adohr Dairies showed shells with lovely human "pearls" enclosed. Ventura had a striking and lifelike lobster; Venice had the sea-serpent; and sea-horses were used as material by quite a number of striking floats, including that of the City Water Department. The United Service Clubs' huge goldfish and mermaid attendants was an obvious prizewinner.

AND, of course, pirates and treasure chests were numerous. The "Magic Isle" of Catalina was one of the treasure locations. South Pasadena capitalized on the Lorelei legend. Several others presented Father Neptune in the parade.

Forty-fifth Fete Triumph of Courage

(Continued)

Among other central features that caught the eye were the "turtle" on the Texas Company float; the sea-gull on Manhattan Beach entry; the "Jonah and the Whale" of the Camp Fire Girls; and of course San Francisco's Golden Gate Bridge.

Perhaps no previous parade of the forty-odd years series was productive of so many novel ideas well carried out, and it was a pity that more thousands were prevented by the weather from viewing the spectacle. As it was, close estimates of the crowds gave the total attendance along the parade route at fully a quarter-million.

BANDS have a big part in making any public parade, and the Rose Tournament for years has brought out the best. Heading the parade again this year was the Pasadena Junior College boys' band. Other musical groups in the parade were representing Stanford University, Bakersfield Union High School, Santa Barbara State College, Long Beach Municipal, San Diego, South Pasadena High, Lompoc, Roberts' Golden State, South Gate Boys, Safeway, Salvation Army Citadel, Eliot Junior High, Southern California Girls', Inglewood Boys', Los Angeles Harbor, and Santa Monica.

FOLLOWING the parade the floats were assembled at Tournament Park where they were on exhibition until midnight of New Year's Day.

The 250,000 Southern Californians, who braved the downpour to view the floats along the lengthy line of march, were rewarded by seeing some of the most beautiful floats ever to pass in any Tournament parade.

Curry-combing beautiful horses and ponies during the downpour kept attendants busy near the formation point of the parade. Many riders arrived in closed cars. Some decided to abandon the obvious task. Still others did not show up at all.

South Orange Grove avenue was practically deserted until half an hour before the scheduled start of the parade and then people seemed to come from nowhere.

Tournaments of Past Years

WHILE "oldtimers" of Pasadena and district are familiar with pioneering years of the Tournament of Roses, visitors naturally wonder and ask how such an extensive and well established festival came about. Pasadenans even of only a comparatively few years' residence like to recall the growth in attractiveness and elaborateness of the tournament.

First held on New Year's Day of 1890, on the initiative of Charles Frederick Holder, well-known writer on outdoor subjects, Dr. F. F. Rowland and others of the Valley Hunt Club, Pasadena's midwinter fete has been held continuously for 44 years.

For five years the Valley Hunt Club sponsored the event, and then the Tournament of Roses Association was formed to take over what had become even then a considerable undertaking. Its first president, Edwin Stearns, it is interesting to note, was an honored guest and spectator at this year's parade and other happenings, coming specially from his present home in Oakland.

Year by year the parade grew in beauty, size, and drawing power to increasing thousands of residents and visitors. For years featuring riding horses and horse-drawn vehicles, no sooner did it begin to be "motorized" than, in 1902, football games were started as an extra attraction, though for some years chariot races in Tournament Park remained a strong competitor for the public eye.

As years have passed, too, neighboring cities followed by those more distant have shown a growing interest in the Rose Tournament, until keen competition has developed for sweepstakes, theme, and other special prizes.

The World War period, with its attendant patriotic influence on the Rose parades, was followed by the opening of the now famous Rose Bowl, in 1923, since which time some of America's most famous college football teams have met on its turf before a total of fully a half-million persons.

In latter years the idea of a pageant and ball, grouped around the "queen" and maids of honor of the tournament, has been developed into one of the most pleasing adjuncts of the year-end festivities; and this year's pageant and ball passed into history as the most successful of the series.

Many Communities Share in List of Awards

Following are the prizes awarded in the 1934 Tournament of Roses:

Sweepstakes—City of Long Beach.

Theme—Firestone Tire and Rubber Company.

Special Grand Theme—City of Glendale.

Pasadena challenge trophy—Silver trophy and banner to the best entry made by a Pasadena organization or person. Must be won three times to become the property of the winner. Winner for 1934, City Park Department.

President's trophy—Best horse-drawn vehicle, four or more horses. (Not awarded).

Class A—Floats, civic bodies other than Pasadena representing cities of more than 40,000 inhabitants; prizes unless otherwise specified are blue banner and silver trophy for first; red banner and trophy for second, and yellow banner and trophy for third: First, San Francisco; second, Los Angeles; third, San Diego.

Special prizes: Metropolitan Water District and Los Angeles Board of Supervisors.

Class A-1—Civic bodies representing communities of less than 20,000 inhabitants: First, North Hollywood; second, Pomona; third, Santa Barbara.

Class A-2—Civic bodies representing communities of less than 20,000: First, Catalina; second, Ventura; third, Altadena. Special awards to San Marino and South Pasadena.

Class B—United Service Clubs.

Class B-2—Other clubs, men's and women's: First, Woman's Civic League.

Class C—Hotels: First, Palm Springs; second, Huntington; third, Vista del Arroyo.

Class E—Fraternal Organizations: First, Central Labor Council (Pasadena); second, Scottish Clans; third, Redmen.

Class F—Floats representing business firms and manufacturers: First, Paramount; second, Adohr; third, Royal. (Special award to Texaco).

Class G—Organizations representing business groups: First, Pasadena Clearing House; second, Pasadena Merchants Association; third, Pasadena Metropolitan Business Men's Association.

Class H—Entries from municipal utilities: First, Light Department; second, Water Department.

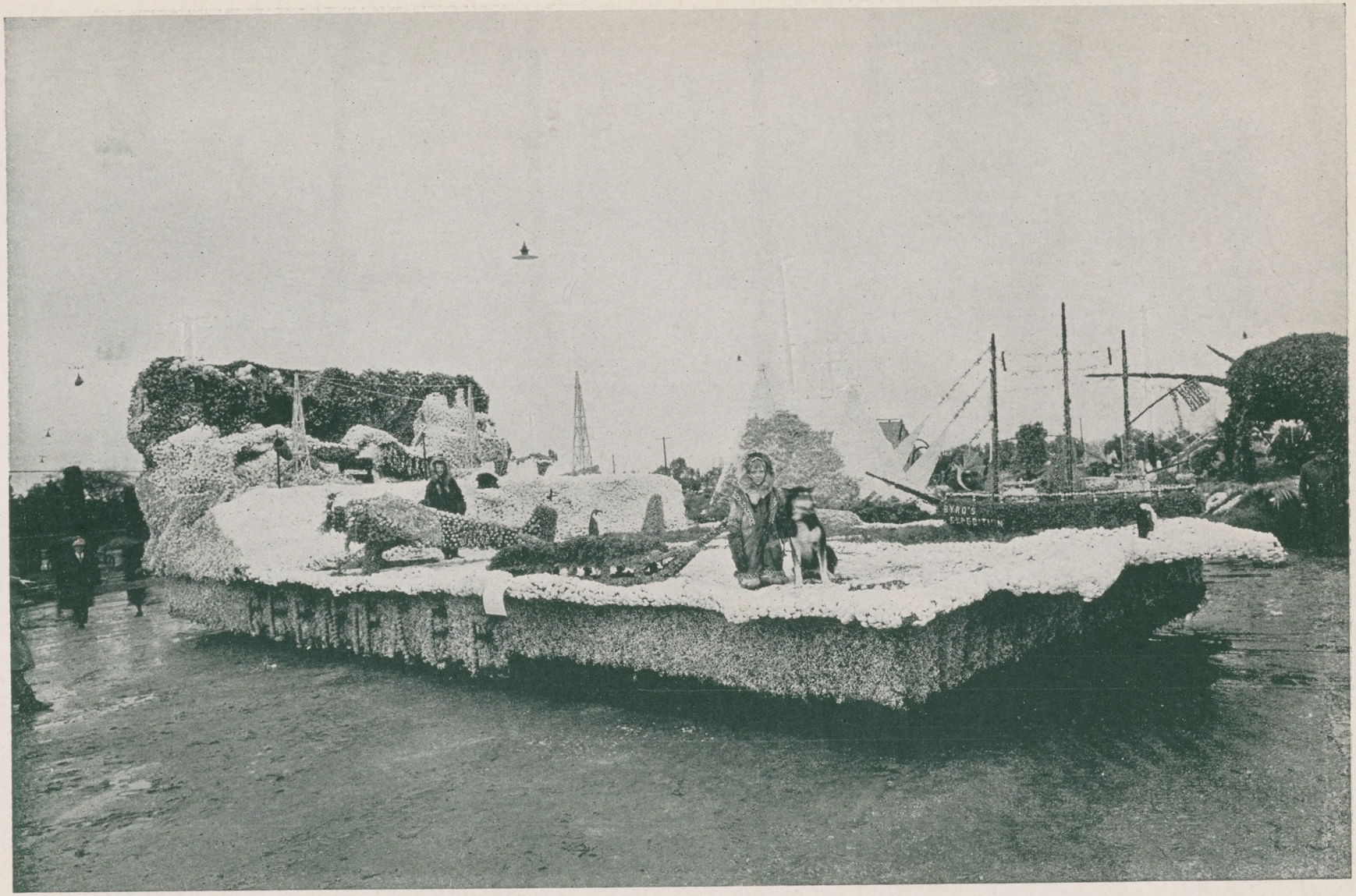
Class I—Floats representing educational units: First, Sinbad; second, Eric the Red; third, Stanford. (All entered by Pasadena Schools Service Association).

Class K—Boy Scouts: First, blue banner and American Flag, San Marino Troop No. 2; second, red banner and American Flag, Pasadena Troop No. 38; third, yellow banner and American Flag, Pasadena Troop No. 19.

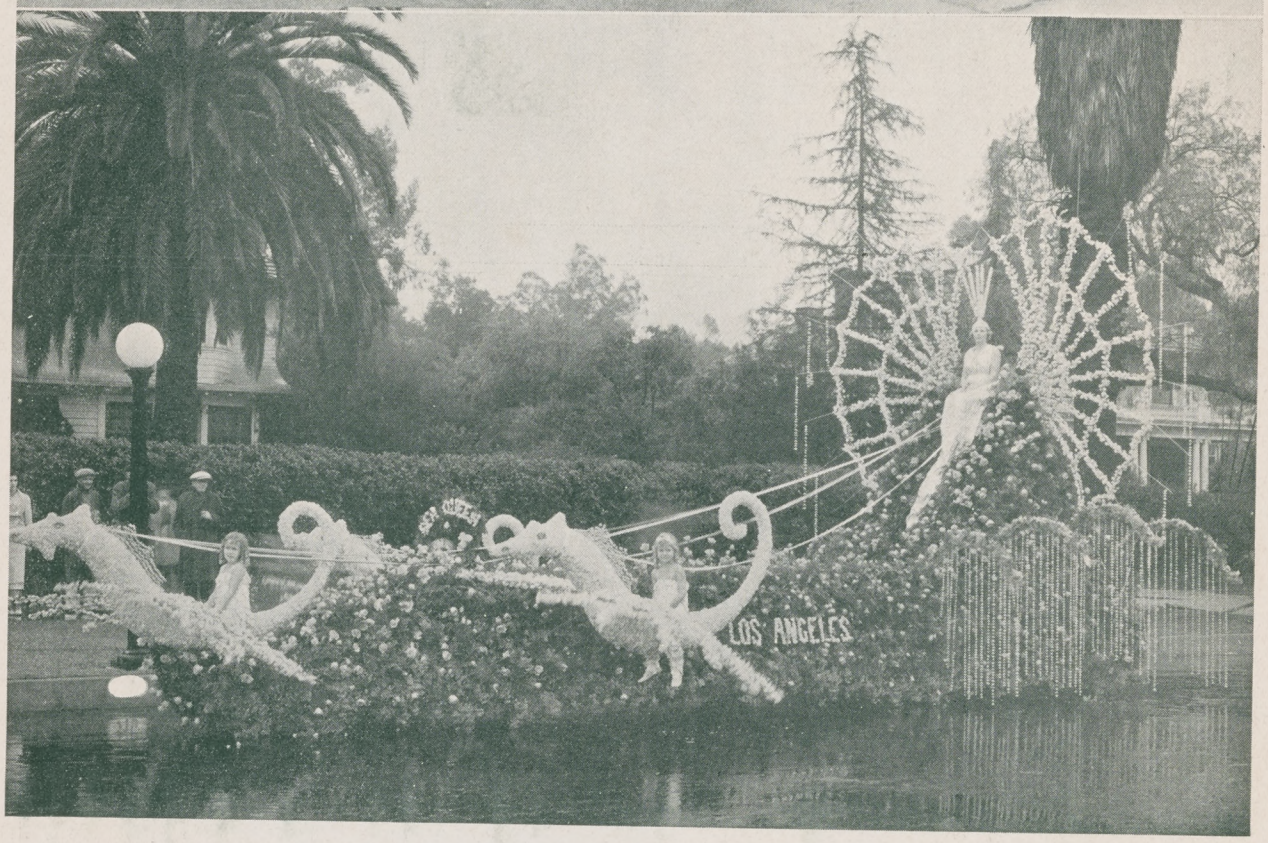
Class K-1—Boys' organizations: First, Pasadena Junior Lions.

Class K-2—Girls' Organizations: First, Camp Fire Girls.

Equestrian division—Few of the equestrian entries in the seventh division rode in the parade because of the slippery streets and such awards as were to be decided upon by the judges were announced for later release.



GLENDALE, WINNER OF three Tournament of Roses sweepstakes in seven parades, this year captured a special grand theme prize after its float, "Little America", had braved the storm to bring up the rear of the parade. It consisted of an ice barrier of white carnations, narcissus, chrysanthemums, light blue delphinium, and blue lace flowers and showed a replica of Byrd's South Pole Camp in which camelias, calendulas, African daisies, daffodils, roses, sweetpeas, snapdragons and Iceland poppies were used.



"SEA MAIDENS", the Pasadena Light and Power Department's entry, showed an enormous clamshell made up of 35,000 pink and white sweetpeas. The queen of sea maidens, in white satin, sat enthroned in the floral shell. The City of Los Angeles took as its theme the "Sea Queen", attended by three little mermaids on seahorses. Roses, dahlias, narcissus, maiden-hair fern and stevia were used.

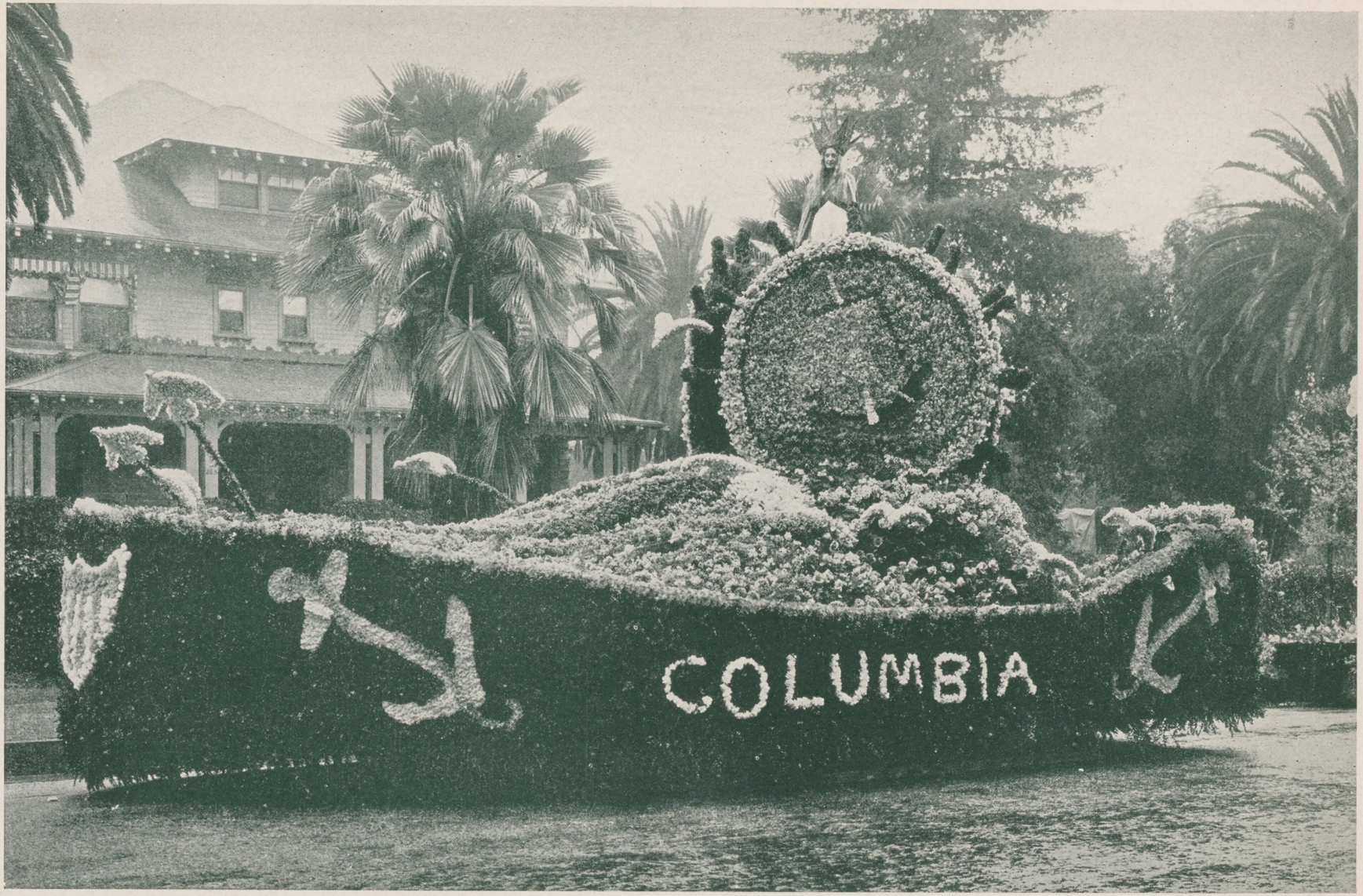
MORE THAN 6000 roses went into "Atlantis", the striking Firestone Tire and Rubber Company entry, which won the theme prize. Two children are shown rowing a boat of yellow stock towards the mythical isle of the undersea castle queen, made of individual white stock blooms. The roof and lanterns of the castle were made of lavender sweetpeas. Hundreds of bundles of stevia covered the base of the float.

A HUGE FLORAL chest surrounded by thousands of roses formed the theme of "Treasure Island," Catalina Island's picturesque entry. Manhattan Beach carried out the sea-gull idea. In front of the huge bird, shown alighting on the edge of the Pacific, were two suntanned girls in bathing suits. The sea-gull was done in white and yellow pompon chrysanthemums, the sand in stevia and the ocean in blue delphinium.

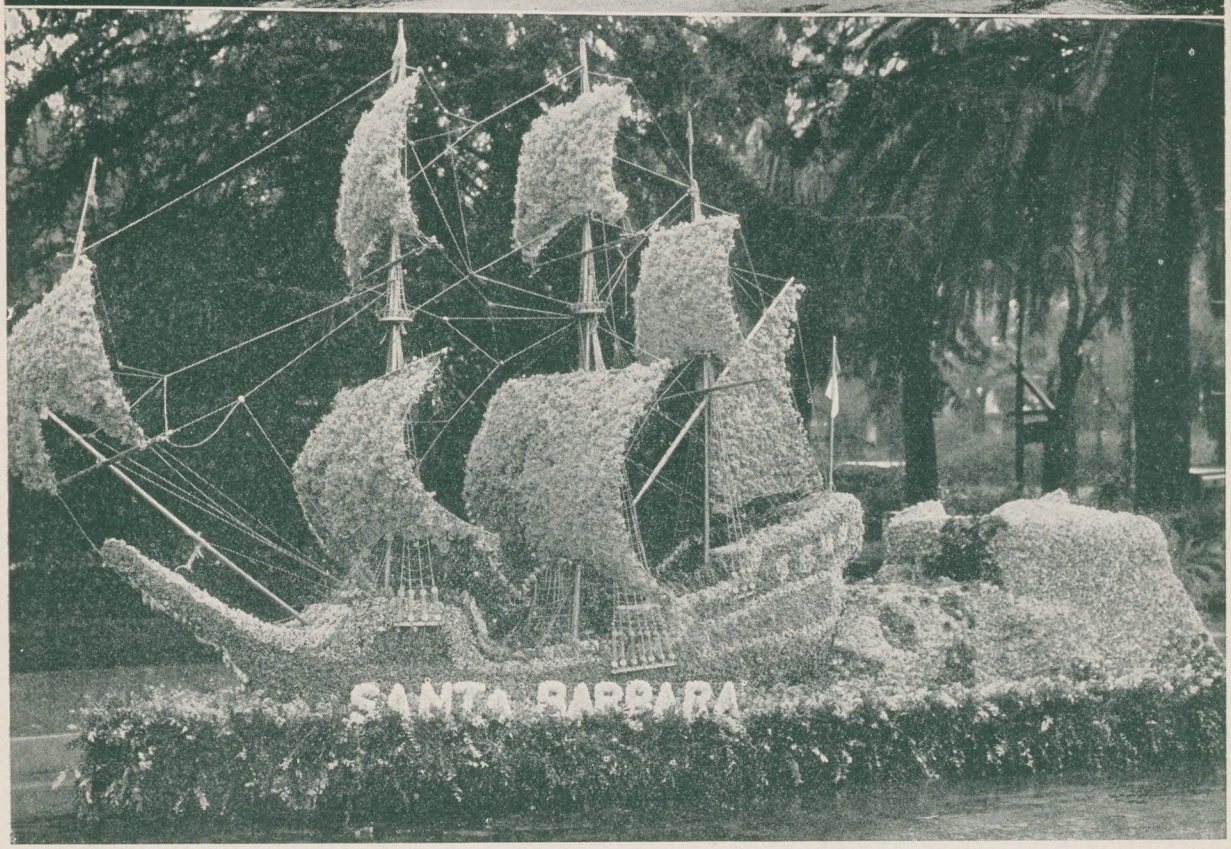
"THE MAGIC SEA SHELL"—consisting of a large shell lined with pink pompon chrysanthemums bearing a lovely princess of the sea, gowned in white satin, floating on a sea of green touched with lavender blooms—was the title of the Pasadena Chamber of Commerce float. Pasadena Merchants Association had an elaborate entry with a base of smilax, fern and stevia covering a floral canopy.

POMONA AND LOS Angeles County combined with a float depicting "A Norse Ship at Anchor at Night". The ship was 42 feet long and had colored pastel shades of old rose, lavender and pink on a background of silver. Yellow pompons, 75,000 chrysanthemums, corn flowers, asters, asparagus ferns and heather were used. Paramount Studios had a striking float, "Search for Beauty" featuring Baby Le Roy.

A HUGE GOLD fish done in gold pompons and red and white sweetpeas featured the prize-winning float of the United Service Clubs, titled "The Kingdom of the Deep". The fish was pictured swimming over rocks and waving seaweed formed of lavender stock and statice. Pink and white coral and a large starfish of bronze pompons were grouped around the base of the rock, with thousands of roses used in the base of the float itself.



PASADENA PAID TRIBUTE to Columbia through its Park Department's magnificent float, "Columbia, the Queen of the Seas". Miss Columbia was shown seated inside a triangle of pilot wheels 7 feet in diameter. The outward face of each pilot wheel had within the circle a conventional medallion of a sailing ship. The waters were represented by violets, the sky by larkspur, pilot wheels by primroses, violets and delphinium.



ALTADENA'S STIMULATING "Sail On and On", a prize-winner, portrayed the Santa Maria with Columbus urging his crew to continue their endeavors. Some 65,000 flowers, chrysanthemums, carnations, sweetpeas, roses, camelias, candytuft and heather went into the float. Santa Barbara used as the theme of its float the galleon of Cabrillo. The galleon was a charming tribute to Santa Barbara's ancestry.

A CHINESE TREASURE ship, San Marino's entry, had six pretty Chinese handmaids dressed in pink satin costumes and Chinese hats while four coolies in pink and blue satin served as oarsmen. At the prow was a great seahorse with Chinese lanterns. Palm Springs Hotel used "A Sea of Sand" as its theme. Calendulas and roses provided the floral background.

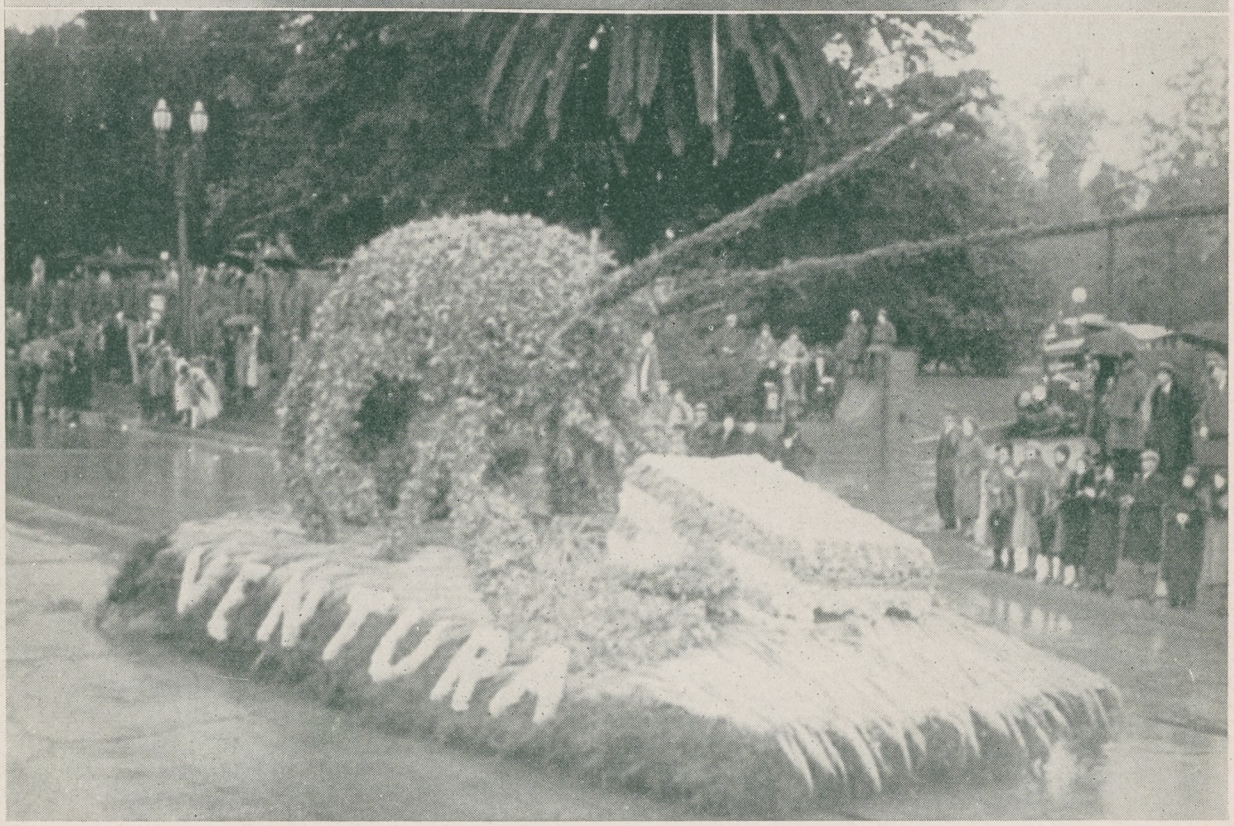
"DAWN", SHOWING APOLLO, God of the Sun, drawn by four white stallions, leaving Mount Olympus, to bring light and happiness to the seven seas, constituted the float entered by the Pasadena Water Department. The life-sized horses were covered entirely by white narcissus. Mount Olympus was represented as a temple, carried out in narcissus and white sweetpeas. Lilies of the valley formed cloud effects and sweetpeas sunrays.

THE COMMERCIAL SECTION proved an important part of the 1934 parade. "Adohrable Nymphs" (top left) depicted Neptune driving three white seahorses drawing a huge shell. Safeway Stores (top right) showed a floral seahorse feature; Texas Company (below left) "Neptune's Chariot"; and Dr. W. J. Ross Company (below right) "The Whaler."

PASADENA CITY SCHOOLS had two unusual floats. At the top is shown "Sinbad and the Roc", taken from "Arabian Nights". More than 4000 chrysanthemums, went to make the bird. Sinbad and his princess were garbed in Oriental costumes. "Eric the Red" was depicted in the second float (bottom). A long, narrow Viking ship, riding the crest of a grey-green wave, was shown.

"AN OCEAN OF FLOWERS" with a curling green comber surrounded by a sparkling foam, and with a winsome queen seated on the wave's crest in a seashell, made up Lompoc's attractive entry. From the 1200 acres of flowers around the city came the lavender sweetpeas, yellow pompon chrysanthemums and pink roses, which went into the making of the float. The Santa Ana Junior College P.-T.A. entered a float, "The Sea God and the Jewels." Green pepper boughs were used as a base.

MANY PASADENANS were given a graphic picture of the new bridge being built across the Golden Gate in San Francisco in the Bay City's float. Thousands of red, yellow and golden-hued roses were used for this unusual entry. South Pasadena had for its theme the "Lorelei". The theme was tastefully worked out in calendulas and blue and white flowers with dusty miller and laurel forming the background.

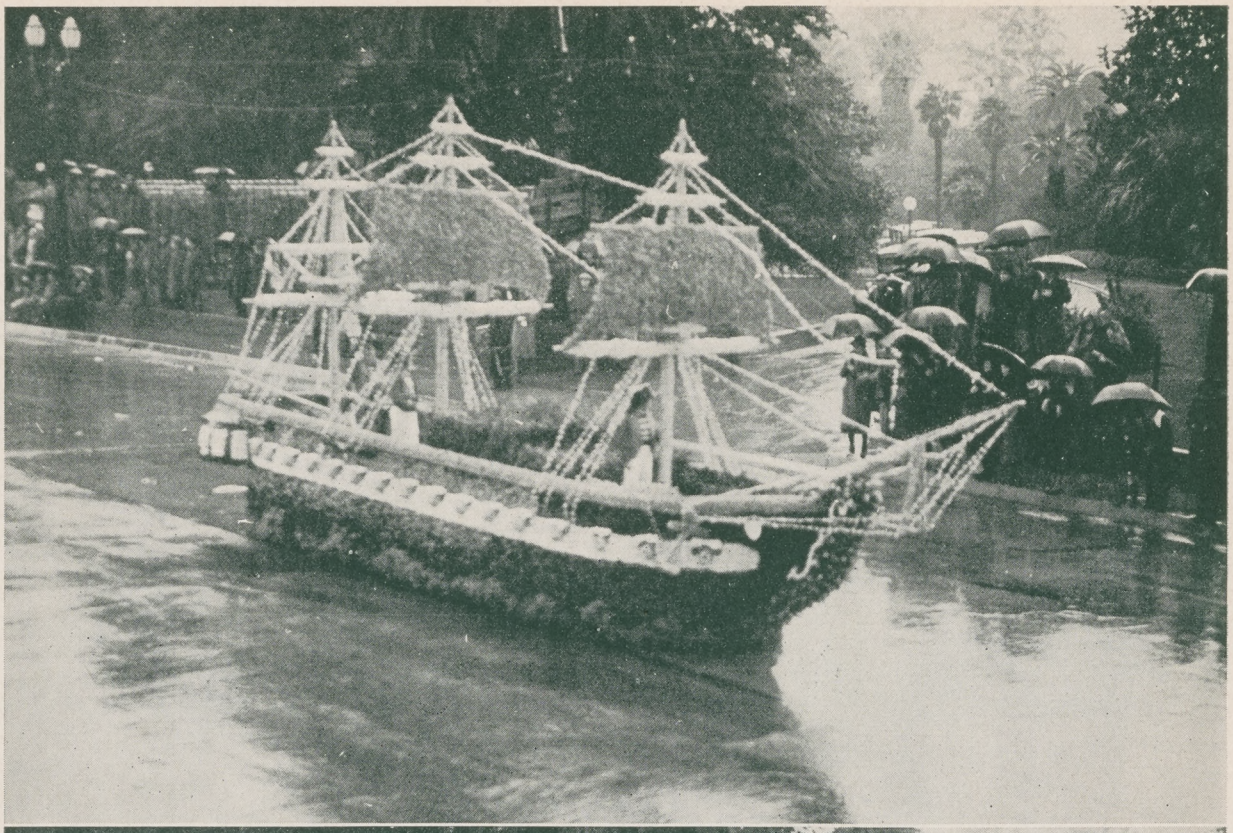


NORTH HOLLYWOOD HAD a beautiful entry, "The Winged Sea Horse". Rising from an ocean of blue delphinium and green fern was the sea horse in shades of yellow and gold. Chrysanthemums, marigolds, sweetpeas, calendulas, delphinium over a base of stevia were used. A huge sea monster of red poinsettias made up Ventura's float, "The Guardian of Capt. Kidd's Treasure Chest".

"MERMAIDS AT PLAY", the Pasadena Clearing House Association float, depicted a many-rayed sun made of thousands of corn flowers, delphinium, and chrysanthemums. In the foreground large waves broke over a half globe with mermaids in each of the crests, made of roses, delphinium and stevia. The Pasadena Tournament of Roses' float showed three gorgeous gold fish driven by "The Queen of the Seas" over a sea of rare white Iceland poppies.

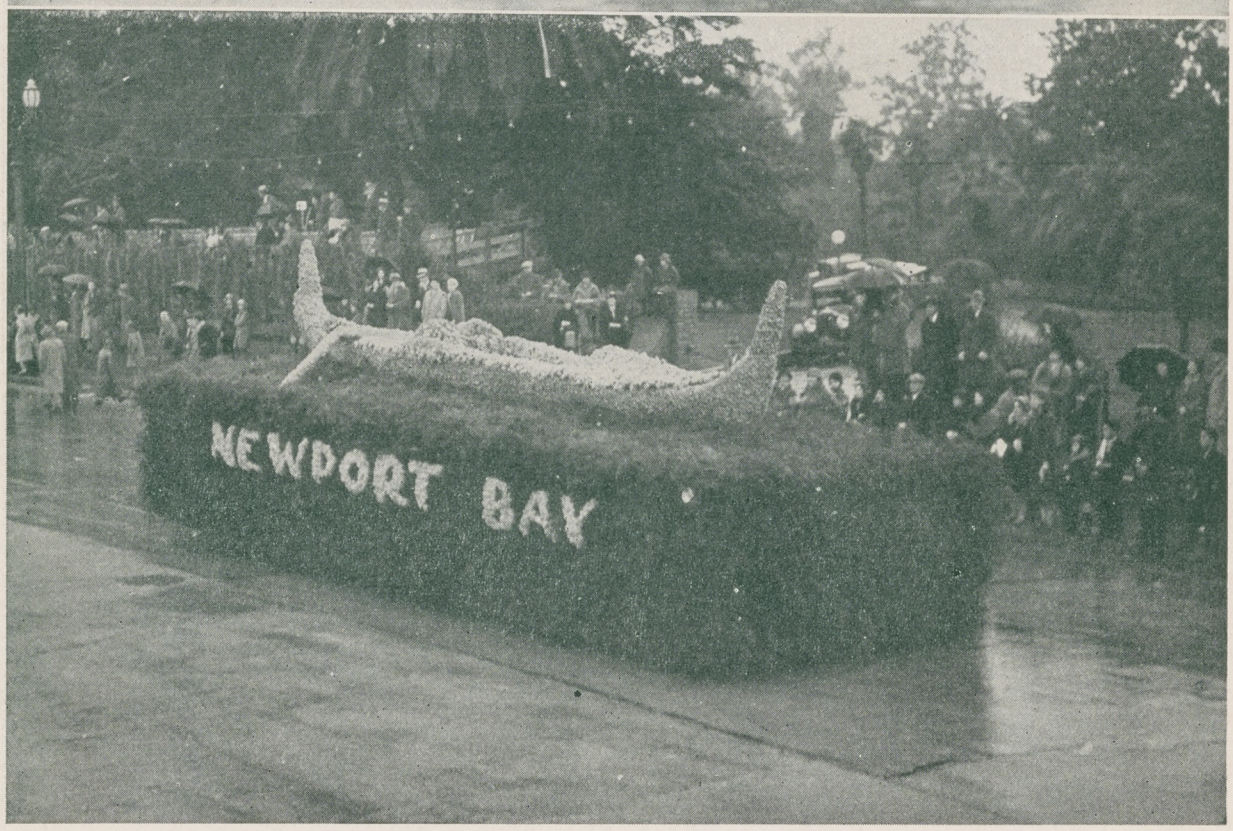
"THE TREASURE SHIP", the float entered by the Hotel Vista Del Arroyo, proved striking. It pictured a miniature ship in magnolia leaves and yellow chrysanthemums, carrying silken sails draped with sweetpea garlands. "Roses on Parade", the Hotel Huntington's offering, showed a great basket spilling thousands of red roses and with other blooms "on parade" as if growing in a garden.

INGLEWOOD DEPICTED A typical fable of "The Fantastic Legend of the Seven Seas". A petite sea nymph, Neptune's daughter, drove a huge green sea dragon. Her chariot of giant sea shell was fashioned of sweetpeas, carnations, roses, and vari-colored flowers. Ivy and delphinium were used elsewhere. Santa Monica's float, "The Bride of the Sea" showed a young maiden beneath a canopy of strung carnations.

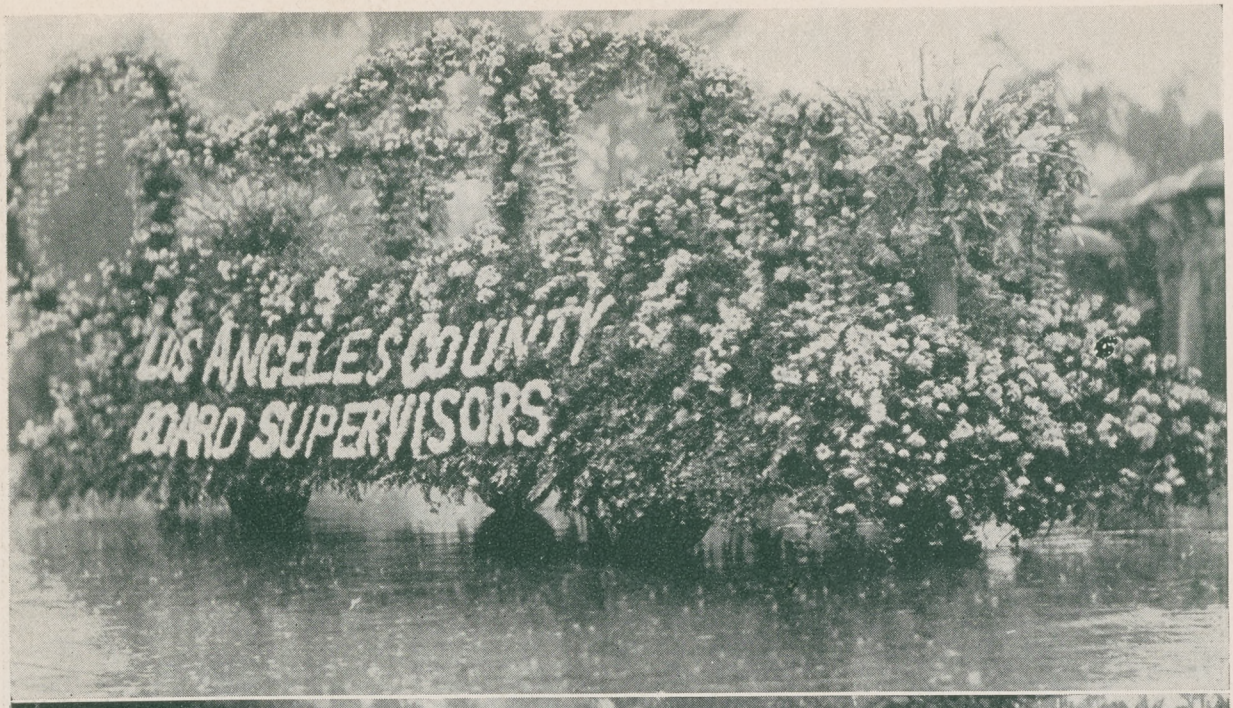


SAN DIEGO USED "Old Ironsides" as the romantic subject of her float, the replica being 38 feet long, 15 feet wide and 8feet high. The gun deck was of white pompon chrysanthemums, with the deck rail of bronze and lavender flowers of pompon species. Wilmington, another beach city, presented "The Landing of Juan Rodriquez Cabrillo at Los Angeles Harbor in 1542", a close replica of the vessel being shown.

PASADENA CENTRAL LABOR Council had as its float "Ulysses and the Sirens", taken from the painting by Blas. Thousands of roses and other flowers went into the float, which depicted Ulysses tied to the ship's mast while he listened to voices of sirens. Boy Scouts had an important part in the parade, Troops Nos. 8, 10, 38, 26 (from Legion Post 13) and 19 having floats. Troop 26's entry, shown here, was typical.



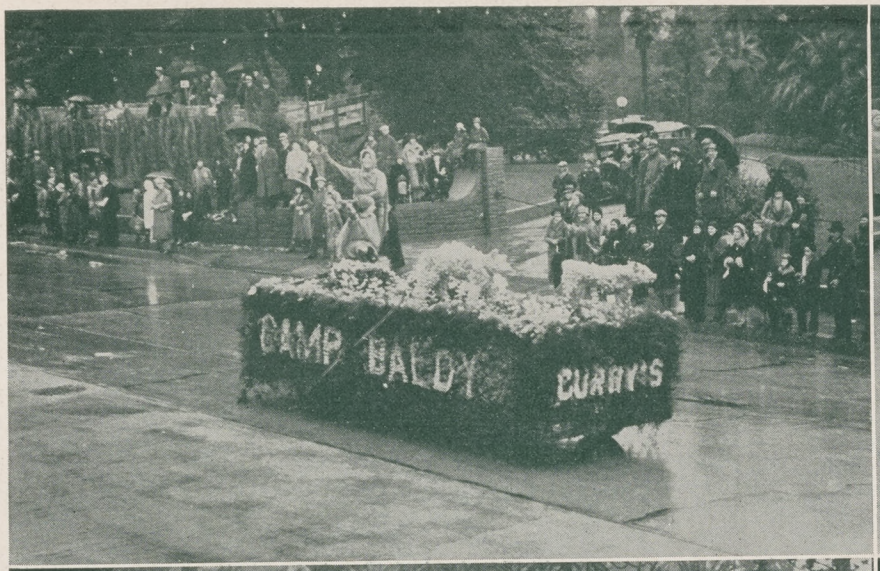
SUNNY ITALY WAS transferred to Southern California in the float entered by the Newport Harbor Chamber of Commerce. The float showed a love-smitten swain wafting music to his sweetheart in a gondola. The gondola was done in sweetpeas and roses. Hermosa Beach's float, "Sea Beauties", depicted a dory manned by five girls. More than 10,000 chrysanthemums of various hues were used.

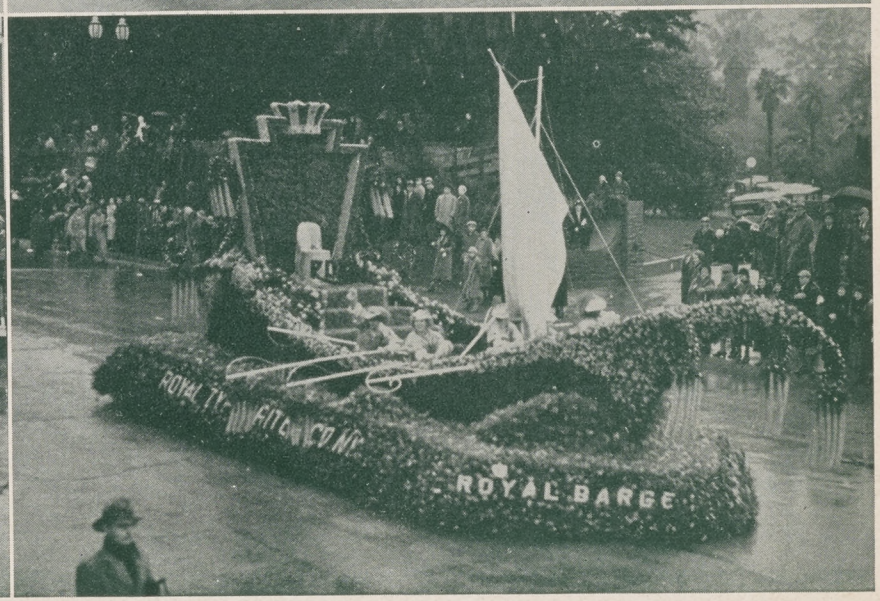


LOS ANGELES COUNTY Supervisors come over to Pasadena to pay an official visit—once each year at least. Top photo shows decorated car, which had been designed to carry officials. More than 50,000 blossoms went into the Supervisors' float, which depicted a great boat of magnolia leaves on a sea of greenery. Its sails were made of lavender and pink sweetpeas with cross arms of roses.

EQUESTRIANS WERE SCARCE because of the slippery streets but the 1934 Tournament of Roses did have some interesting horsemanship. Top photo shows a group of cowboys. Center photo reveals two camels engaged by Curry's Camp Baldy. Below two horses all dressed up and ready to go—in the parade. Intermittent showers made it difficult for marchers, both man and beast, to keep their footing.

A HUGE SEA serpent, driven by a mermaid riding on the crest of a large wave was presented by the City of Venice. Two smaller waves, one on either side, carried beautiful bathing girls from Venice. A greenery base was used with pompon chrysanthemums, sweetpeas and roses interlaced with stevia. "Treasure Trove" was the theme of the beautiful National Orange Show entry from San Bernardino.

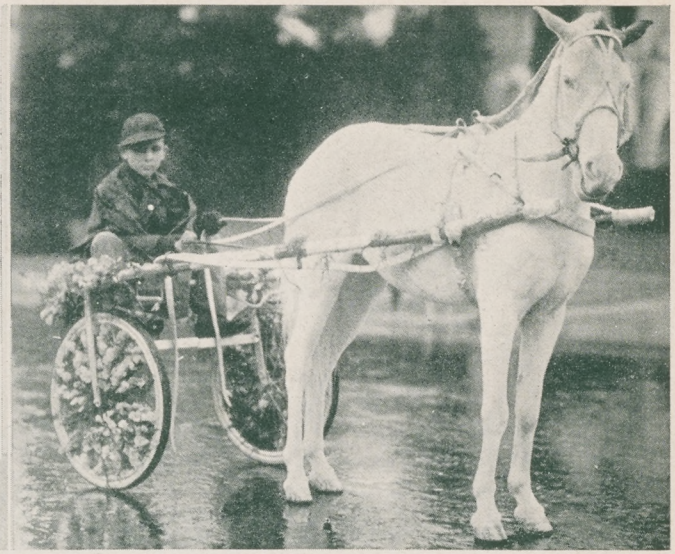




WELL KNOWN SOUTHLAND commercial institutions were represented in the annual floral caravan. Curry's Camp Baldy (top left) showed a scene of snow and ice in its float, "Northwest Over the Great Ice". The Order of Scottish Clans (top right) showed an attractive domestic scene. Gay's Lion Farm at El Monte (below left) showed a caged lion, while the Royal Typewriter Company portrayed the "Royal Barge" (below right).

a scene of snow and ice in its float, "Northwest Over the Great Ice". The Order of Scottish Clans (top right) showed an attractive domestic scene. Gay's Lion Farm at El Monte (below left) showed a caged lion, while the Royal Typewriter Company portrayed the "Royal Barge" (below right).

BECAUSE OF THE rain bandsmen had a slippery time of it but helped out greatly in promoting a cheerful attitude all along the line. Bandsmen forgot about style in an effort to achieve some degree of comfort. Many of the Pasadena Junior College Bulldog Band players (at top) are seen in overcoats. A San Diego boys' band (center) showed up well while Roberts Mounted Band (below) was novel.



NOVELTY WAS IN evidence throughout the long parade. Stanford's float, (left top) showed a Columbia lion and a Stanford Indian, in combat. The float was fashioned of 50,000 single blossoms. Left bottom is shown a London hansom cab of the King Edward era and, right top, an unusual white pony and his proud boy driver. King Neptune is pictured at the right bottom in the Red and White Stores entry.

Columbia Beats Stanford by One Touchdown

By Charles W. Paddock

When the sun shone on the Rose Bowl, Stanford out-played Columbia, but when the dark clouds rolled over the stadium, the Lions took the lead. Unfortunately for the Indians there was very little sunshine and the boys from New York City won, going away, by a score of 7-0.

No one from Tiny Thornhill, the Stanford coach, to Lou Little, the head man of Columbia, can say that Eastern football is not good and that the Lions do not have a great ball club. Throughout the entire first half, Stanford was continually with her back to the wall, deep in her own territory.

Though the Indians rallied in the third quarter and headed by "Iron Man" Bob Grayson punched and drove with ferocity and power into Lion-land time and again, costly fumbles kept them away from the promised goal and in the closing minutes of the battle, Columbia was once more knocking on the door.

Capt. Cliff Montgomery was more than wonderful all afternoon. This little fellow, the head of a little team, never stopped fighting for a single minute and his uncanny leadership and sensational running proved that he is the "Cot" Warburton of the East. It was Monty's flying feet which placed Columbia in scoring distance, but it was his teammate, Alfred Barabas, also "hot" on a cold day, who actually carried the ball around left end for a touchdown standing up. Monty had fooled Stanford. The entire big red team expected the quarter-back to take the ball and when he gave it to Barabas, they were caught flat-footed.

Sun Comes Out

After the first hard rain of the season which had turned the Rose Bowl into a mushy feather-bed, slippery and without footing, the sun came out just as Stanford won the toss and elected to kick off.

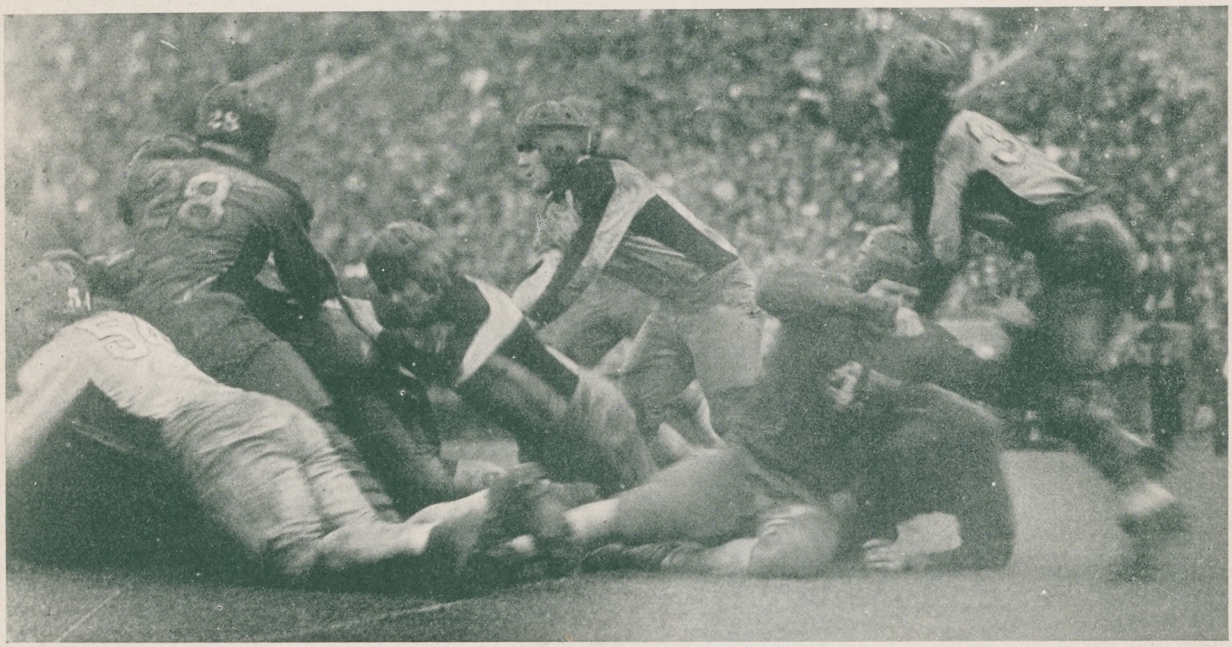
Montgomery caught the ball from Bill Corbus' famed toe and ran it back 15 yards to the Columbia 29-yard line. The Indians looked tremendous and over-powering. They loomed over the midget Columbia eleven so formidably that it seemed in the opening minutes that perhaps the sports writers and wild-rooters of the West were right and that Columbia had no place on the same field with Stanford. But it did not take Montgomery and his mates long to dispel that idea and anybody who ever says again that the East cannot play football with the West is a hopeless optimist.

Makes Poor Kick

Columbia made a poor kick and Stanford started out well. Grayson and Maentz looked great in the Indian backfield. But the boys were held by the Lions and forced to kick over the Columbia goal line. Columbia soon kicked back and this time Maentz fumbled and the Lions recovered on the Stanford 30-yard line. Barabas, without interference, ran to the Stanford 12-yard line. Columbia fumbled and Stanford recovered. A holding penalty against Stanford placed the ball on the Cardinal 3-yard line. Alustiza got off the first of a long series of splendid kicks which kept Columbia away from the Indian goal line time and again. Montgomery equalled Alustiza's punting by his marvelous running and if Columbia had not fumbled just as the quarter ended, there would have been a Lion score in the first period.

Stanford Fumbles

When it comes to the consideration of fumbles, however, Stanford wins all prizes. The boys fumbled and refumbled until they were dizzy in the second half. At least a half dozen times, Stanford stood on the threshold, but



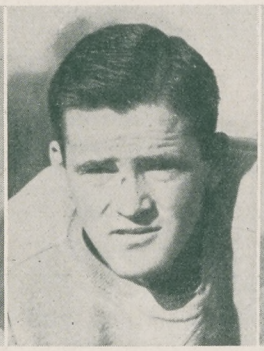
DESPITE THE WET field there was plenty of action after Columbia and Stanford gridders got under way. Stanford was unlucky with its fumbles and lost valuable yardage because its players could not retain the oval at a critical juncture. The photo shows the two teams during a Columbia goal-line stand in the third quarter. Grayson of Stanford was stopped. Doped out by many as a loser, Columbia surprised.

float was fashioned of 50,000 single blossoms. Left bottom is shown a London hansom cab of the King Edward era and, right top, an unusual white pony and his proud boy driver. King Neptune is pictured at the right bottom in the Red and White Stores entry.

Teams and Leaders in East-West Football Game

COLUMBIA VARSITY SQUAD

Claude ("Tiny") Thornhill
Stanford Coach



Bill Corbus
Stanford Captain

Al G. Masters
Stanford Graduate Mgr.

Cliff Montgomery
Columbia Captain

Lou Little
Columbia Coach

STANFORD VARSITY SQUAD

Columbia Beats Stanford by One Touchdown (Continued)

the slippery ball coupled with slippery hands, ruined their scoring hopes.

Stanford was listless in the first half and unlucky in the second. But the fact remains that the best team won. Columbia just would not be beaten and after the game in the dressing quarters the boys went mad. The wildest of them all, however, was conservative Lou Little, who had hoped for the best but revealed to the writer on his arrival here that he "hardly expected to see the boys triumph against such a big team as Stanford could put on the field." Lou said that he was nearer heaven than he ever expected to be again on this earth!

The sole score of the game came in the second quarter after Columbia had received a Stanford punt in the center of the field. Montgomery dropped back and shot a beautiful pass to Matal, end, for a clear gain of 28 yards. Monty fumbled and recovered. On the following play he gave Barabas the ball and the latter tore around left end for the score. He went 16 yards and there was not a single Stanford man in his path.

Stanford came to life after the touchdown and the point after goal had been made. But every time that the boys moved within counting distance, something happened. There were bad breaks for Stanford and unfortunate penalties. The Indians perhaps received more than their share of the bad luck of the day's play.

Columbia's Spirit, Fight

But at the same time it must be remembered that in spite of the heroic plunging of Grayson and the vicious tackling of Stanford ends and the splendid kicking of Stanford backs, the boys as a whole did not play as much football as Columbia. The Lions, defensively, put up the kind of game one reads about in books and Montgomery proved himself to be even better than the "mad" Eastern sports writers had claimed. Their spirit and their fight more than matched the 334 yards that Stanford gained against Columbia's 148 and the 16 first downs as against 5.

Columbia, you did a beautiful job. Congratulations—and come again!

History of Rose Bowl

TO the late Arnold J. Bertonneau, for years manager of the Rose Tournament, is given credit for suggesting a football game as successor to the exciting series of chariot races at Tournament Park. Plenty of difficulties were placed in the way of the suggestion becoming actual, poverty of provision to take care of a paying crowd being among the chief. And as Mr. Bertonneau had to try to make the festival pay for itself, he was anxious to give football a real trial.

In spite of the rain on the day of the 1916 West-East game between Washington State and Brown University, it was played before a fair-sized crowd, and was won by the westerners by 14 points to nothing. The attraction gave the authorities and wideawake citizens a hint on the potential publicity and box-office value. Since then Pasadena has been regularly datelined over the United States as host-city to the New Year's game.

The World War out of the way as far as emergency went, Pasadenans started to build up their annual tournament in a bigger way. Tournament Park, seating less than 25,000 persons, was inadequate for a big East-West game, and it was clear something had to be done. Risk had been taken in providing temporary stand accommodation at Tournament Park, but it was generally felt that a more permanent site, allowing more adequate seating and auto parking facilities, would have to be found. It was found in the city's potential park lands in the Arroyo Seco.

Means to finance construction of a new bowl was found in borrowing publicly-owned light department surpluses, as the matter would not wait for funds to be accumulated from tournament profits. Since the initial game in the Rose Bowl eleven years ago, the indebtedness to the city on account of the stadium construction and enlargement since has been substantially reduced.

It is interesting to note that the Tournament of Roses gets a share of one-third of the New Year's game receipts, the competing teams dividing the balance.

As an illustration of the considerable costs involved in staging the annual Tournament of Roses, with its concomitant pageant, football game, and other associated activities, it may be mentioned that in the "peak year" of 1930, the cost of running the tournament reached $26,500, outside of the costs incidental to the football game, which were about $12,500.

Results of Past Rose Tournament Football Games

Date	*East*		*West*	
1902	Michigan	49	Stanford	0
1916	Brown	0	Washington State	14
1917	Univ. of Pennsylvania	0	Univ. of Oregon	14
1918	U. S. Marines	19	Camp Lewis	7
1919	U. S. Naval Trng. Sta.	17	Marine Barracks	0
1920	Harvard	7	Univ. of Oregon	6
1921	Ohio State	0	California	28
1922	Washington & Jefferson	0	California	0
1923	Penn State	3	U. S. C.	14
1924	U. S. Naval Academy	14	Univ. of Washington	14
1925	Notre Dame	27	Stanford	10
1926	Alabama	20	Univ. of Washington	19
1927	Alabama	7	Stanford	7
1928	Pittsburgh	6	Stanford	7
1929	Georgia Tech.	8	California	7
1930	Pittsburgh	14	U. S. C.	47
1931	Alabama	24	Washington State	0
1932	Tulane	12	U. S. C.	21
1933	Pittsburgh	0	U. S. C.	35

Sweepstakes Winners of Past Ten Years

1924	Glendale
5	Angelus Temple
6	Long Beach
7	Beverly Hills
8	Beverly Hills
9	Glendale
1930	Beverly Hills
1	Glendale
2	San Marino
3	Glendale

"SUCH RICH PROFUSION"

Aheap were roses! none I ween
Elsewhere 'neath Heaven's blue dome hath seen
Such rich profusion; some as yet
Mere buds, which therefore ne'er had met
Rude Boreas' kiss, while others were
Half opened, and such beauty rare
Displayed as no man would despise
Who once thereon had cast his eyes. . . .

Guillaume de Lorris: *The Romance of the Rose*
(circa 1237)

D. N. Booher

F. M. Brooks

Geo. S. Campbell

H. M. Cole

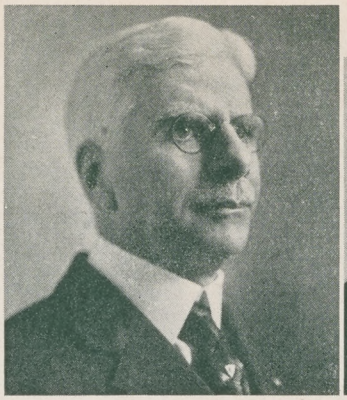
C. E. Everard

B. O. Kendall

H. G. Loud

D. E. McDaneld

Charles Cobb
Vice-President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George S. Parker

Cyril Bennett
Secretary

L. H. Turner

H. M. Ticknor

R. R. Sutton

Dr. R. E. Simpson

W. R. Scoville

S. W. Royce

Grant Orth

C. W. Norris

People Who Direct Fortunes of Tournament

WORK of preparing such a comprehensive spectacle as the Tournament of Roses annually calls forth the hard-working cooperation of many groups and individuals. Year by year, unselfishly and at the sacrifice of their own interests, these civic-minded people devote many hours to rehearsal of the thousand-and-one details that are necessary to ensure a successful tournament.

Throughout its history of forty-four years in building up a festival that has grown to be widely celebrated, the Tournament of Roses Association has pressed into service many of the city's outstanding men and women. Year by year, also, as neighboring communities have joined in the observance, civic groups and individuals of these communities also have given freely of their time and talents to help what has become, not merely Pasadena's but Southern California's Tournament of Roses.

WHILE no list of all these aides could be complete, those responsible in the main for the success of this year's tournament are classified and listed below:

Board of Directors, 1933-4—George S. Parker, president; Charles Cobb, vice-president; Cyril Bennett, secretary; C. Hal Reynolds, treasurer; William Dunkerley, executive secretary and manager; C. Elmer Anderson, David N. Booher, Frank M. Brooks, George S. Campbell, H. M. Cole, Charles E. Everard, B. O. Kendall, Harlan G. Loud, D. E. McDaneld, Dr. Z. T. Malaby, Ray C. Maple, J. J. Mitchell, H. M. Nickerson, C. W. Norris, Grant Orth, Stephen W. Royce, W. R. Scoville, Dr. Russell E. Simpson, R. R. Sutton, Harry M. Ticknor and L. H. Turner.

Honorary Directors—Charles M. Coleman, W. F. Creller, Frank G. Hogan, W. J. Hogan, W. L. Leishman, D. M. Linnard, John S. Lutes, E. D. Neff, E. T. Off, Walter Raymond and J. H. R. Wagner.

Executive Committee—George S. Parker, Charles Cobb, Cyril Bennett, C. Hal Reynolds, C. Elmer Anderson, D. E. McDaneld, J. J. Mitchell and C. W. Norris.

Parade Committee—C. Elmer Anderson, chairman; Frank M. Brooks, vice-chairman; David N. Booher, E. J. Fairbanks, J. K. Ingham, Jackson W. Kendall, L. K. Leishman, Dr. R. E. Simpson and Charles A. Strutt.

Parade Censors Committee—R. R. Sutton, chairman; W. R. Scoville and Russell A. Stapleton.

(*Continued on Second Succeeding Page*)

Dr. Z. T. Malaby

Ray C. Maple

C. Hal Reynolds
Treasurer

Wm. Dunkerley
Manager

C. Elmer Anderson
Parade Com.-Chmn.

J. J. Mitchell

H. M. Nickerson

Queen Is Crowned at Impressive Pageant

ONE of the most pleasing associations that have grown around the Tournament of Roses in the past few years is the annual pageant, carrying what might be called the story behind the parade and other of the day's events, and incidentally giving hundreds of citizens and visitors better opportunity to view the "Queen," the "Maids of Honor," and other personnel of the New Year's pageantry.

This year's pre-parade pageant, held in the beautiful Civic Auditorium before a large and appreciative audience, was more elaborate and at the same time more successful than any yet done. Produced by Le Roy D. Ely, it had the working cooperation of a large number of civic groups and individuals. Community Playhouse heads, for instance, lent their practical aid, the Civic Orchestra provided the music that fittingly carried the theme, and so on down the line of helpers.

HAVING the intriguing title, "The Quest," the presentation was described as "a symphonic pageant-fantasy." Briefly, it might be explained as the Quest of Youth and Beauty for its Ideals—Hope, Love, Truth. With this ample theme to enlarge upon, Mr. Ely and his scores of helpers wove an eye and ear-pleasing spectacle that was almost bewilderingly satisfying to the senses. Large audiences at the matinee and two evening performances at which the presentation was made showed hearty appreciation of the story.

The locale was "the Nebulous Land of Nowhere Surrounded by the Seven Seas." The beautiful Princess-ruler of this country has mysteriously disappeared, and the people do not know that they are paying penalty decreed by the Genii because of the wholesale capture and slaughter of the birds. The people, however, know that ruthless bands of archers are really to blame for this wanton destruction of many of the country's most lovely songsters.

YOUTH as the fairy Prince accepts the mission to find the lost Princess, and is given a magic talisman by a Genius of the birds. The Prince in his wearisome search comes up with the archers, who have captured a Genius of the Fire-Bird. The Genius is almost subdued, when the Prince produces his talisman and the Genii of the Fire-Bird come to the rescue.

The marauding archers are beaten in battle, and in remission of their punishment are made Genii of the Peacock. From out of the flames made by their fired cages rises the Phoenix, who turns out to be the missing Princess; and the joyous reunion with her Prince and people results.

FOUR elaborate stage settings carried the story of the pageant: The prologue, "In a Garden," with the Story-teller introducing the pageant fairy-tale; an interlude, "The Birds' Sanctuary," depicting presentation of the talisman; and two acts, "In the Forest" and "The Tribune."

The music by the Civic Orchestra, directed by Reginald Bland, played the following appropriate selections: Overture, "Sinbad the Sailor and the Sea," Scherazade suite; prologue, "Sleeping Beauty" suite, Tschaikowsky; minuet from "Beau Brummel," Elgar; danse, Debussy; interlude, "Sleeping Beauty," Act I, "Fire-Bird" suite, Stravinsky; "Sleeping Beauty" suite; Act II, "La Valse," Ravel; "La Grande Paque Russe," Rimsky-Korsakov.

Efforts of many civic-minded people, in addition to those mentioned, went to make the pageant a convincing success. Gilmor Brown as supervising director had the able assistance of Thomas Browne Henry, Mrs. Marjorie Williamson, Edith Mary Woodard and May M. Gleason. Jeanne Devereux was premiere danseuse; and George Fortunato served as ballet master. Scott McLean was responsible for the beautiful settings; and Mary McSweeney was the stage manager.

PRECEDING THE PARADE this year was a pleasing pageant, "The Quest", presented in the Civic Auditorium as a charity benefit, and participated in by many civic groups and individuals. This picture shows the finale of the pageant and gives an idea of the elaborate setting.

Mrs. Sidney T. Exley

Mrs. Geo. S. Parker

Mrs. H. G. Cattell Vice-Chairman

Mrs. Winfield S. Schoaf, Chmn.

Mrs. Clayton R. Taylor, Secretary

Mrs. Fredk. C. Marsh

Mrs. J. A. Elms

People Who Direct Fortunes of Pageant (Continued)

Women Strong Factor in Success of Day

Women's Committee — Mrs. Winfield S. Schoaf, chairman; Mrs. H. G. Cattell, vice-chairman; Mrs. Clayton R. Taylor, secretary; Mrs. George S. Parker, Mrs. Sydney T. Exley, Mrs. Frederick C. Marsh, Mrs. J. A. Elms, Mrs. J. R. Giddings, Miss Fannie M. Kerns, Mrs. W. W. Nash, Mrs. J. A. Sexson, Mrs. Mollie G. Randall, Mrs. H. D. Phillis. Mrs. Arthur J. Wingard and Mrs. Harry G. Johansing.

Broadcasting Committee—Cyril Bennett, chairman.

Budget-Finance Committee — D. E. McDaneld, chairman; Cyril Bennett and Charles Cobb.

Entertainment Committee—George S. Campbell, chairman; Ray C. Maple and Dr. R. E. Simpson.

Grounds Committee—Grant Orth, chairman.

Guests of Honor Committee—L. H. Turner, chairman; W. F. Creller, J. J. Mitchell, W. L. Leishman and H. M. Ticknor.

Judging Committee—Harlan G. Loud, chairman floral section; Dr. Z. T. Malaby, chairman equestrian section.

Music Committee—H. M. Cole, chairman.

Pageant Committee—D. E. McDaneld, chairman; Cyril Bennett, coordinator; Le Roy D. Ely, George S. Campbell, Dr. J. H. Furby and Reginald Bland.

Rose Bowl Committee—C. Hal Reynolds, chairman; J. J. Mitchell, D. E. McDaneld and Ray C. Maple.

Street Decorations—C. W. Norris, chairman.

Tournament Entries—Cyril Bennett, chairman; George S. Campbell.

Traffic Committee—B. O. Kendall, chairman.

Trophy Committee—Charles Cobb, chairman; H. M. Nickerson and Tallman H. Trask.

Parade Route Committee—Charles Cobb, chairman.

Women's Committee Associates—Mrs. A. A. Watson, Alhambra; Mrs. A. L. Daniels, Arcadia; Mrs. David M. Renton, Avalon; Mrs. Elizabeth Fraser Lloyd, Beverly Hills; Mrs. John D. Fredericks, Bel Air; Mrs. Gertrude Soule, Burbank; Mrs. Mary Coman, Covina; Mrs.. L. W. Chobe, Glendale; Mrs. John Nelson Hurtt, Hollywood; Mrs. Katherine Coston, Inglewood; Mrs. Irwin R. Hall, Long Beach; Mrs. George L. Stensgaard, Pomona; Mrs. Frank Harrington, East San Gabriel; Mrs. W. H. Cornett, Santa Monica; Mrs. L. Deming Tilton, Santa Barbara; Mrs. Emil Sturmthal, Sierra Madre; Mrs. E. J. Munger, Whittier; Mrs. M. H. Smith, Laguna Beach.

THE task of keeping the parade moving along smoothly was in the hands of a large group of men working under Rear-Admiral William S. Sims, with Capt. J. W. McCall, Jr. as chief-of-staff; Robert M. McCurdy as adjutant; C. C. Stokely, James B. Cress, Floyd L. Hanes and Charles A. Keskey as aides; and the following as division marshals: A. W. Anderson. Harold C. Schaffer, Clyde Warren, William P. Welsh, Thornton Hamlin, Harold P. Huls and George Hazeltine.

Their assistants, by divisions, were: Division 1, Thomas Muff, Leon Kingsley, Malcolm Field; 2, Robert Stivers, M. Caines, William Schuberth; 3, E. A. Daniell, J. G. Sundbye, Thomas R. Lee; 4, Ralph Preston, William Neugebauer, Curt Yoder; 5, N. H. Shaw, Gordon Switzer, R. D. Dunn; 6, F. B. Cruickshank, A. H. Hazard, G. R. Miller; 7, Harry Williams, Frank Nay, and F. D. O'Brien.

Mrs. J. R. Giddings

Miss Fannie M. Kerns

Mrs. W. W. Nash

Mrs. J. A. Sexson

Mrs. Mollie G. Randall

Mrs. Howard D. Phillis

Mrs. Arthur J. Wingard

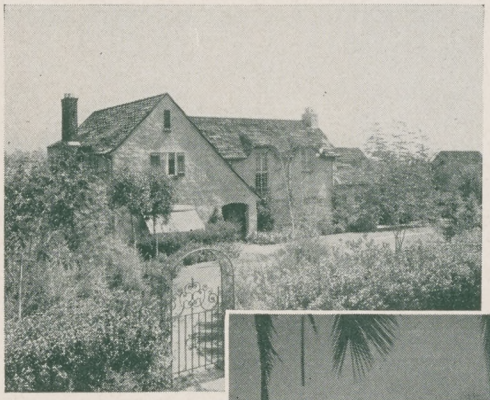
Mrs. H. G. Johansing

Pasadena, City of Homes, Culture, Uplift

PARENTS with growing families will find it difficult to match anywhere else a community with cultural advantages superior to those of Pasadena, the "Crown City" of Southern California and host city to the widely renowned annual Tournament of Roses.

Blessed with church buildings representing together all of the leading and many of the smaller denominations, Pasadena provides unusual opportunity for worship to the service-loving citizen. The larger churches have educational buildings and staffs, providing religious training for the children of their membership. This city of around 80,000 inhabitants has altogether more than eighty churches.

A school system that aims to keep up on everything modern and comprehensive in public education has brought much favorable comment to Pasadena. Here it is possible for the child to choose between many lines of academic and vocational endeavor. Avenues that were closed to pupils a generation ago have been opened here, and individual instruction is available in musical, artistic, and vocational fields.



THE student may go on to improve upon his ordinary public-school education by two years spent at the Pasadena Junior College, where many advanced subjects are taught. Then he has the choice of nearby universities or the West's most outstanding technological institution, located at Pasadena.

For the adult, evening instruction is available in the public schools, and those who seek graduate credits may get them through university extension classes carried on here.

VISITORS from the world over come to Pasadena for research work and advanced study of special kinds, provided at the California Institute of Technology, the Mt. Wilson Observatory of the Carnegie Institution, and the Huntington Library. Because of the numbers of men of outstanding scholarship who come here, the Athenaeum has been built and endowed, as a residential club and meeting place for savants. The institutions above-named promote regular lectures for students, as well as others for the public interested in gaining some insight into the realms of higher study.

Many Pasadenans get keen enjoyment from the Community Playhouse, and the performances are attended also by thousands of visitors who have heard of the fame of this leading Little Theater of the country. The Playhouse, directed by Gilmor Brown, operates a School of the Theater, in which are taught classes studying not only acting and the arts that go with it, but also stage direction, scene painting costume making, and so on. The motion-picture industry draws liberally upon talent trained at Pasadena's Community Playhouse.

IN THE musical field Pasadena is well supplied with a number of outlets for artistic expression. The Civic Orchestra, directed by Reginald Bland and supported by city and private funds, has been in existence for several years, and has put on a number of important presentations. The Cauldron Singers for years have been outstanding in developing amateur vocal talent, with Roy V. Rhodes as director; and more recently Edward Novis has trained the Pasadena Oratorio Society personnel up to a point where it has been responsible for an ambitious production of Handel's "Messiah."

Pasadena's musical talent found expression on Christmas Eve in a novel carol service held in the City Hall plaza, with the Junior College band, Audre Stong directing, the Oratorio Society, and choralists from various city churches led by John Henry Lyons before more than 10,000 persons in singing carols. At this event, too, two of the nation's leading Negro artists, George Garner, tenor, and Netta Paullyn Garner, pianist, residents of Pasadena, were soloist and accompanist.

Because of its prominence in the dramatic and musical worlds, Pasadena has become noted for its teachers and studios for training promising pupils. These teachers and pupils are drawn upon heavily to supply talent for regular Sunday afternoon free concerts which are held in Memorial Park.

In the painting art, too, Pasadena has a notable colony of craftsmen, many of whom have gained wide recognition. The Pasadena Art Institute has frequent exhibitions of paintings, sculpture, and engravings, which include a good sprinkling of local talent.

Not only is the Pasadena district well supplied with public schools and with semi-public institutions of higher learning, but it is a center of the private and specialized school profession. There are, too, in the vicinity several religious denominational schools that offer their own special courses.

From the residential viewpoint, Pasadena and the neighborhood present as attractive an appearance as will be found anywhere. Nowhere perhaps are architectural styles more varied and yet more appropriate. English, Spanish, French, and other types of building are adapted and made to fit the exigencies of Southern California sunshine and showers.

Similarly, in church, school, public, and business buildings, Southern California architects and builders make use of the world's most approved designs.

PASADENA truly is the city for the home-lover. It is the ideal community in which to rear children, and to start them out with every advantage of American life. It also is the perfect setting for those who wish to pass an existence with leisure to study and enjoy the finer things of life.

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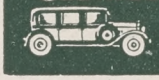

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